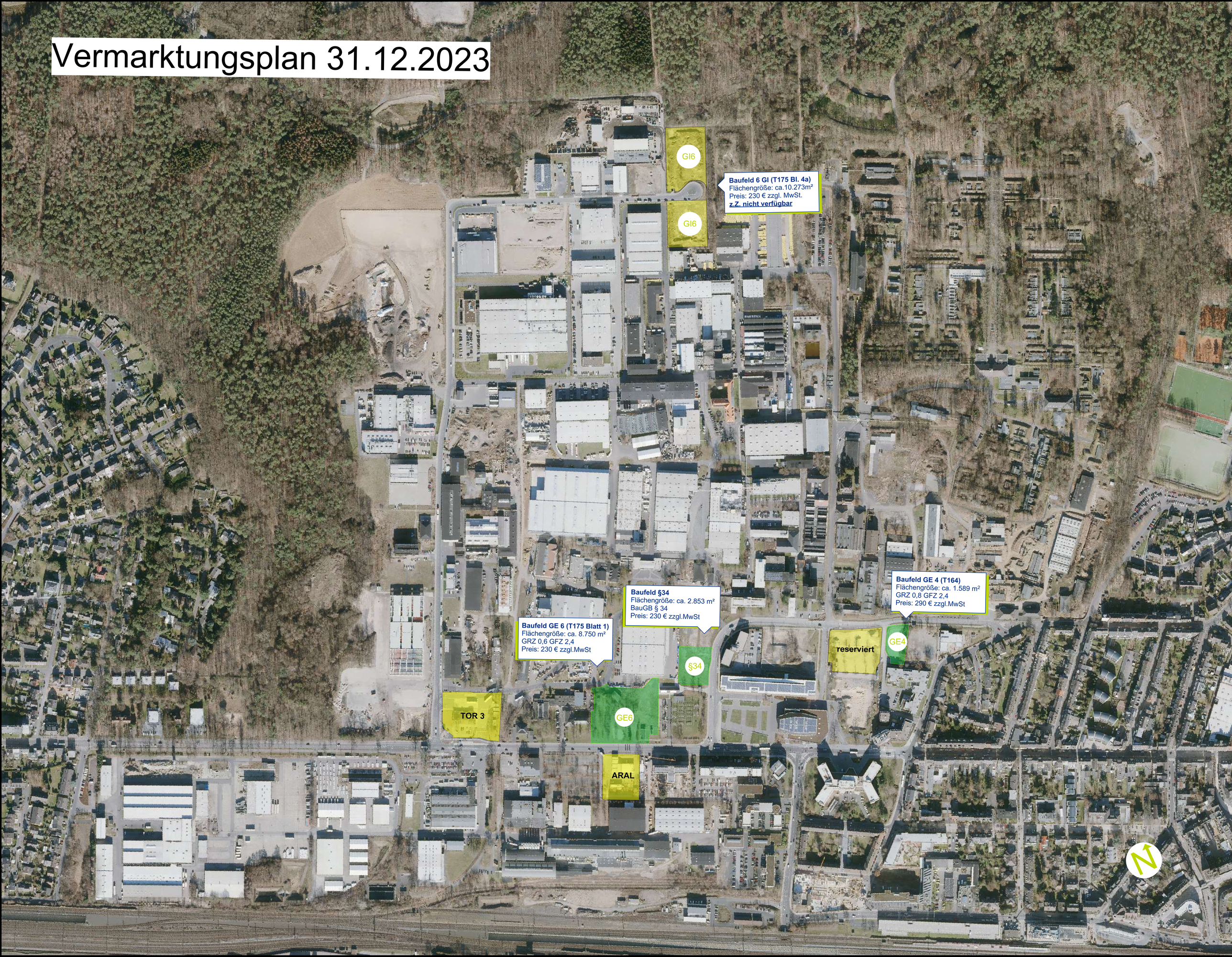Vermarktungsplan 31.12.2023